The Regular Meeting of the Board of Library Trustees of the Cleveland Heights University Heights Public Library was held at the Noble Neighborhood Library on Monday June 15, 2009 at 7:00.


Also Present: Director/Fiscal Officer Nancy Levin, members of the Administrative Services Team, Staff Association Representative ______ and Anne McFarland of the League of Women Voters. Louisa Oliver Director of the Heights Parent Center, Julie Criscione of PMC were also present.

CERTIFICATION AND NOTIFICATION
The Clerk certified that notification of the regular meeting of the Board of Library Trustees had been made.

MINUTES
Regular Meeting of May 18 and Special Meeting of June 1 having been mailed to the members by unanimous consent were approved.

COMMENTS FROM THE AUDIENCE
There were no comments from the audience.

FINANCIAL REPORTS
Financial Statements for the period ending May 30 were presented and approved. The Board thanked Frank Brichacek, Interim Business Manager, for his fastidious work during his tenure.

TAX BUDGET
RESOLUTION NO. 21-09

Each year the Library prepares a planning or tax budget based on a taxing unit’s need. For that purposed, the attached budget demonstrates no changes from 2009 and also reflects a surplus in revenues over expenditures as may be expected in the early years of a levy.

BE IT RESOLVED: That the attached tax budget be approved and submitted to the Cleveland Heights-University Heights School Board for submission to the County of Cuyahoga before July 20, according to Ohio Revised Code section 5705.

The Cleveland Heights–University Heights Public Library—Opening Doors, Opening Minds

TECHNOLOGY FUND PURCHASE
RESOLUTION 22-09

This proposed purchase includes upgrading the server for our accounting software and allowing for a remote backup system that will greatly enhance our daily and emergency procedures. In addition, we will be changing our computer printing and time management software after four years to a less expensive and more staff and customer friendly system.

PROPOSED RESOLUTION:

Be it resolved: that the Board of Library Trustees approve the upgrades and remote backup enhancements for the CMI Accounting system and the replacement of our current Computer Printing and Time Management system with the Cassie system. These purchases will cost a total of $23,282, a Technology Fund expenditure.

<table>
<thead>
<tr>
<th>CMI Server Upgrade Services from CMI</th>
<th>Assistance from CMI to upgrade the CMI accounting software to a new server machine</th>
<th>1</th>
<th>$3321.00</th>
<th>$3,321.00</th>
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</thead>
<tbody>
<tr>
<td>CMI Server Remote Backup</td>
<td>Weekly offsite remote backup for our financial software + initial setup fees (further annual subscription is $2,750)</td>
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<td>$4025.00</td>
<td>$4,025.00</td>
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<tr>
<td>Cassie Software Initial Setup</td>
<td>Cassie startup fees. Includes initial licenses for 126 public PCs.</td>
<td>126</td>
<td>$104.87</td>
<td>$13,214.00</td>
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<tr>
<td>Cassie Jamex Coin Boxes</td>
<td>Coin/bill collectors/changers for Cassie system</td>
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<td>$2566.00 + $45.00 S&amp;H</td>
<td>$13,055.00</td>
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<tr>
<td>Windows 2008 Server License</td>
<td>License + install media for Microsoft Windows 2008 server + install media</td>
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<td>$115.00</td>
<td>$115.00</td>
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<tr>
<td>Windows 2008 Server CALs</td>
<td>Client Access Licenses for Microsoft Windows 2008 Server</td>
<td>250</td>
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</table>

Mr. Billington moved. Mr. Ortner seconded. A roll call resulted. Resolution 22-09 was unanimously approved.

ACCEPTANCE OF GRANTS
RESOLUTION 23-09

PROPOSED RESOLUTION:

BE IT RESOLVED: By the Board of Library Trustees of the Cleveland Heights-University Heights Public Library that they shall accept the following grants and modify the appropriations budget to reflect these additions:
$3000 from The Cyrus Eaton Foundation for the Children’s Garden

$15,300 from Starting Point for the Teen Librarians In Training Program

$1000 from the Martha Holden Jennings Foundation for the Teen Librarians in Training Program

BE IT FURTHER RESOLVED: by the Board of Library Trustees that the appropriations budget will reflect the receipt of an insurance settlement of $4000 for the restoration and reinstalltion of the David E. Davis Sculpture that was damaged by the wind in February 2009.


(4) Dobama Update—Julie Criscione

Personnel Report
Ms. Marotta

The Board and Director approved a resolution to hire Molly Riffle to fill the Fiscal Officer position at their June 1, 2009 Special Board Meeting. The resolution is a part of the June 1 minutes. Ms. Riffle will start on Monday, July 13, 2009.

All other open positions have been placed on hold. We have decided to institute a hiring freeze while we continue to examine staffing needs and costs.

Operations Committee Activity, next Meeting July 6, 2009 6:00 pm.

5. Planning & External Relations Committee – Ms. Cole

(a) Balanced Scorecard – Invitation to Retreat –copy mailed

(b) Report on Business and Technology Center Planning

(c) Report on Planning & External Relations Committee Activity, next Meeting July 6, 2009 7:15

6. President's Report – Mr. Silverman
Louisa Oliver, Executive Director of Heights Parent’s Center presents a brief report on their activities this year.

Noble Neighborhood Library
Our hosts this month

On June 4, Noble had a door count of 2006. The Noble students came after school and did not go home. At one point (around 4:45 PM) we had 45 children, teens and assorted adults in the Children’s Room; there were 11 – 15 in the Spot; and around 15 teens in Adult plus 25 adults.

Noble is next on our list of buildings that need attention inside and out. The staff has been meeting to discuss best use of the library spaces and staffing, security, computer room setup, renovations to the exterior and interior and ways to adapt if East Cleveland Public Library has to close a nearby branch. More on Noble in the months to come.

Public Service Highlights
May 2009

Children’s’ Services

- Alice Palda and Henry Drak embarked on a whirlwind tour of ten areas schools, performing the story, “George and Henrietta,” to spellbound audiences and telling them about our summer reading program.

- Constance served on the Mary V. Gaver scholarship jury that awarded a $3000 scholarship to a graduate student who will specialize in Youth Services. The award is offered through the Association for Library Services to Children, a division of the American Library Association.

Teen Services

- Steven Haynie and Jeremiah Bryant attended the 2nd Annual African American Males Conference at the Cleveland Heights High School. The event allowed the participants to set up a table-top display and showcase many of the services that the public library has to offer. This was the library’s second year attending.

- On Saturday, May 2nd, the Lee Road Library hosted it's second annual Crossword Competition with support from Mac's Backs book store. This year, 43 people came to get first crack at unpublished crosswords provided by Will Shortz, the editor of the New York Times Crossword. Contestants enjoyed being among the first to solve puzzles that would appear in newspapers across the world the following week. Our top three scorers solved the 4th and hardest puzzle on giant puzzle boards while the other contestants looked on.
- Henry Drak has arranged for cooking demonstrations at our weekly City Fresh pick-up times. The demonstrations will feature items being included in the week’s produce. Henry will also provide stories from the school summer reading list in read-alouds to children on City Fresh pick-up evenings so that children accompanying their parents will be able to join the story hours.

- Darla Arnold is scheduling time to create Rapunzel’s Tower for the children’s area in June. This means that in the space of one month, Coventry will likely have the completion of the office suite, the opening of the new audio-visual browsing room, the hanging of its monthly calendar, the mounting of Rapunzel’s Tower, and the installation of a Flashscan and a beautifully weeded garden to greet it’s visitors. Next stop….NOBLE.

  **University Heights Library**

- On May 18, Aleese presented the "Whole Kids Club" evening storytime/craft program with a Memorial Day theme at Whole Foods for a group of about 20. She read Woody Guthrie's "This Land is Your Land" and "Yankee Doodle" by Mary Ann Hoberman, and the group listened to patriotic children's music as they worked on making windsocks out of recycled materials.

- UH Memorial Day Parade a great success. Aurora Martinez, Susan Black, Henry Drak, Amy Harmon, Aurora’s sons Stephen and Daniel and my daughter Joanna handed out children’s books and encouraged folks to make noise for the library as we promoted summer reading.

  **Noble Neighborhood Library**

- Greg Fisher gave a talk on Social Networking for Readers Advisors for NEO-RLS Readers Advisory Learning Group on Mat 21st at the Lorain Public Library. His talk included how to get started blogging and a trouble shooting session where he offered advice for people were having problems.

  **Community Collaborations**

- On April 22, UH Children’s Librarian, Aleese Fluharty performed a children’s storytime at Whole Foods for the Earth Day. More than 50 people attended the storytime! It was great!

- Wendy Gernsheimer, Jenny Green, Judith Soppel, and I manned the table at the Heights Chamber of Commerce Business Expo May 5 while Alice Iden served on the organizing committee for the entire event.

- Rose Breckenridge of the Cleveland Orchestra Music Education series reported that participants from the Cleveland Sight Center numbered approximately 15 for each of our music study classes. They appreciated the location on a bus line and the ability to navigate our building easily and to follow up class with a browsing through our music and recorded book collections.
Friends of the Library -- hand delivered

To: Board of Library Trustees  
From: Nancy S. Levin, Director  
June 15, 2009

FRIENDS OF THE LIBRARY

The Friends met in May and will meet again this Wednesday at 7:00 at Lee Road. They are planning an October Basement Book Sale, another kind of fundraiser, and a social event for the group. We have contacted Dobama Theater about hosting a Friends night this winter and it looks like a go.

Volunteer Report

We have posted a number of volunteer opportunities including Grant Writers, Volunteer Landscapers, and Heights Parents Center Volunteers. Our response has been great. In the past month nearly 20 volunteers have participated in a library activity.

The grant writers have each chosen a project that interests them and the Landscapers have descended on Lee Road and Coventry leaving beauty and order in their wake. The next landscaping Sunday morning event will be June 27 at UH Library. We are not going to work on Father’s Day. Our Noble Neighborhood landscaping event will take place in July and we urge you all to join us.

Our goal is to have volunteers in each building every day working with the staff and with our Friends of the Library group. Tonya Gibson is coordinating our efforts and will come to you later in the year to tell you more. People interested in volunteering should check our website.

Government Update – hand delivered

GOVERNMENT REPORT

From Lynda Murray of Ohio Library Council:

We have a little bit of good news in the June tax distribution. The decline between June 2008 and 2009 is 8.55%. This is certainly an improvement over the past few months of double digit losses. The summary of the June distribution is:

<table>
<thead>
<tr>
<th></th>
<th>2004-2007</th>
<th>2008</th>
<th>2009</th>
<th>08-09 Change</th>
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<tr>
<td></td>
<td>$20,849,842.78</td>
<td>$36,345,723.56</td>
<td>$33,241,170.92</td>
<td>-8.55%</td>
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<tr>
<td>PLF</td>
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<tr>
<td>June</td>
<td>$250,819,312.64</td>
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<tr>
<td>YTD</td>
<td>$20,849,842.78</td>
<td>$36,345,723.56</td>
<td>$33,241,170.92</td>
<td>-8.55%</td>
</tr>
</tbody>
</table>

The next few months will tell us if May 2009 was the bottom of the trough, and we will be slowly emerging from this recession. I think it is likely that we will have a few more bad months, but by the last quarter of CY 2009, we might begin to see our revenue only off from 2008 by a few percentage points.

We expect the Senate to finish up their work on HB 1, the biennium budget, in the next day or two. The Conference Committee should begin their efforts later next week. Although nothing is ever certain, I think that we are in a fairly good position going into the Conference Committee deliberations. We will be sending out our letters to legislators next week, and sharing a copy with you.

What's next? We have a number of projects and legislation that we are working on.

OPERS. It's no surprise that the four retirement systems in Ohio have suffered significant
losses in this economic crisis. Certainly, OPERS is in the best position of the funds, but the losses have been in excess of 20%. We know that legislation will be introduced, probably in the next month or two to try an address the short-term and long-term concerns of solvency of these funds. I believe that all aspects of the OPERS system will be up for discussion. These include, but are not limited to:

Years of Service
Benefit Levels
Health Insurance
Elected Officials ability to buy 1/3 credit
Retroactive vs. prospective application of changes
In addition to the impact of the recession on OPERS, the full weight of the baby boom bubble is also going to hit OPERS.

This legislation will likely not move quickly and will be subject to great debate, but I do believe that legislation will pass before the end of the year.

8. Unfinished Business

9. New Business

Technology / PR Discussion Thoughts
CH-UH Library
JP Notes - Summer 2009

Purpose
Technological best practices typically embraced by leading businesses, not-for-profit and public entities, should be the same best practices embraced by the CH-UH Libraries. Many public entities are slow to comprehend and embrace such best practices. The CH-UH Libraries are on the verge of making another investment (using both private and public funds) in a facility where technology is one of the focus areas. Millions of dollars have already been invested at the time of the renovation and well over a million dollars of new money will be spent building out this new facility. Technology can no longer be looked at as JUST a back-office department. Rather, technology needs to ALSO be embraced, digested, deployed and utilized by ALL departments in an entire organization. As a matter of policy – the library’s culture and people need the tools, structure and expectation to adapt faster than previously adapted.

I’m looking forward to a constructive v. critical dialog. I’ve assembled the following thoughts that provide examples of issues that have been brought to the board’s attention over the last few months.

Thoughts

Internet Capacity - I hear every time we increase our Internet capacity, it immediately gets saturated. What’s it being used up for? Shouldn’t we know? We are in business of sharing our assets (books, DVDs, meeting rooms…). We should be treating our Internet capacity like we treat these assets. We should know everything about its utilization and get more if we don’t have enough.

Wireless v. Wired – There’s talk about creating a new workspaces where our customers would physically plug their computers into. Wireless access has eclipsed wired access. In our space planning we need to understand our current wireless utilization. How and where is it being used now? On top of this, most PDAs (and phones) depend on wireless connections – how do we address these connections?
**Business Customers** – Many of our customers are business people who come into the building to work and get resources for their success. These customers MUST have access to their business networks like they would from any other public or home network internet connection. This means they must have access to their email (via SMTP/POP) and VPN circuits. If they can get this at Starbucks or the Stone Oven – they should be able to get it at the Library. Most organizations deploy ‘Guest’ wireless networks for this need.

**Student Customers** – Over the next 12 months the volume of our student customers with notebook computers is going to explode. Every public middle and high schooler in the district is going to get a
notebook computer. They’re required to do most of their work on these computers. Most of this work will require Internet access. Many will come in after school to do their work. Many don’t have Internet access at home, so we can expect them to come in our buildings to do their work. Do we have count on how many of these new customers to expect? They’ll have MacBooks. Do we have a plan in place to help these kids with this technology?

**Who Owns our Website?** – It changed about a year ago. At the time the change was a huge improvement. It’s stale again. Who decides it’s time to try new things on the site. Who looks at the web stats to determine our customers are visiting the places in the site we what them to visit. Likewise, who’s making the navigation decisions based on customer use (making it easier for our customers to interact with the site). If our web traffic increasing? If not, why?

**Website as a Resource** - If our Website is a resource, should it be made easier to get at on the Catalog Computers? Most of our people workstations sport the ‘can I help you?’ message. Should this be the same for these computers. Shouldn’t a customer be able to book a meeting room from one of these computers – without asking for help? Should the website be our fifth branch (or sixth branch if you consider JCU)? (after 18 months on the board I don’t have an answer to this question). Also, on the site there’s no good list of what we do and what we offer. Under services, there’s a polite note that tells our patrons to ask someone for help. While this note demonstrates our commitment to good customer service, it underscores our disinterest in using the web as a self service tool.

**Website as a Self Service Tool** - Websites have evolved a long time ago from being static marketing driven sites. Today websites are expected to be self service tools to get things done. For example: How can we take the top 10 things our staff is asked to do and turn them into tools are customers can do things themselves. Then we need to monitor how these tools are utilized. My personal gripe – it is very hard to use our website to find the next book I should read.

**Technological Youth** – Targeting our youth as customers is key to building our base. Most of these customers depend on Social Networking. What is our PR and Marketing functions doing about this? One Facebook page isn’t enough. How can we measure these customers’ usage and interest to know we’re doing a good job in this area? (if we announce an event on Facebook – how many read the announcement?) Recent studies have shown, older customers are now jumping on the Social Networking bandwagon. What is our plan on dealing with this?

**BLOGS** – BLOGS are generally good. Do we know if they’re being read?

**Building Community** - How are we using the web to build a sense of community? Many view the Library as a place to grow and build community. I for one look at the Library as a community gathering space. I see the library as a hub where people come together to share resources and collaborate. How are we using the web for this purpose?

**Outbound Communication** - I don’t know of any structured electronic outbound communication efforts utilized by the Library. How can we proactively reach out to our customers who have special interests? How can we differentiate between customers who are interested in our senior citizen programing vs. those customers with small children. What about those that want or should be part of the ‘friends’… Or those we can ask to help weed our gardens. What about those people we should reach out to for funding? We need to capture this information. It can be done while honoring a customer’s sense of privacy.

**Personal Computer Usage** – We should know what applications are patrons are using and what they need. We care about meeting room utilization… how many big or small rooms are needed. The same should hold true for technology. For example: Can someone author a commercial website
using our computers? Wouldn’t we want to encourage this kind of productive use? Is this a need? I’m not sure we know how to tell.

Technology Purchases – It seems like we’ve been buying and replacing technology the same way for years. The organization needs to revisit its vendors and software licensing agreements on a regular basis. We should be leveraging group/bulk buying agreements. We should also be using a bid process on those items from vendors that don’t provide any value added services.

Process (expectations and where do we go from here,..)
What can be done about the aforementioned Thoughts? – I look at these as red flags… solving these is the first step to get our internal and external customers the tools to adapt at a faster pace.
In many aspects, we are over a decade behind what leading organizations are doing. How can we get our organization to understand this, and the significance? We can’t solve this problem unless we all agree there is a problem. Can this concern be viewed as an opportunity for our staff will be motivated to resolve.
I’m not suggesting a policy where we as an organization need to be ‘cut edge’. But I suspect we are at a point our lack of technological vision is doing some long term harm

10. Adjournment

Unless otherwise notified, the next regular meeting of the Board of Library Trustees will be held on Monday, July 20, 7:00 pm, at the Lee Road Library.

Minutes and Financial Reports of the Board of Trustees are on file in the Business Office. Minutes from the current and preceding year are available on the library’s Web site at www.heightslibrary.org.

The Cleveland Heights-University Heights Public Library is an equal opportunity/affirmative action employer and public service institution. Anyone attending this meeting who requires accommodation for a disability must call the Business Office (932-3600, ext. 244) by 5:00 p.m. on the Friday before the meeting.